

ORDER



Orders
Order / Rev: 703704
Alt Order #: 6259122
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 07/31/12 / 10/26/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	80	\$46,635.00	\$39,639.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	80	\$46,635.00	\$39,639.75	0.00
Totals	80	\$46,635.00	\$39,639.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	28%	\$46,635.00
Market	100%	\$166,553.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$26,648.57
WCWJ	0%	\$0.00
WJXT	24%	\$39,972.86
WJXX	8%	\$13,324.29
WTEV	24%	\$39,972.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTLV	10/30/12	11/05/12	5a-530a 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$200.00		0.00				
E 3	WTLV	10/30/12	11/05/12	530a-6a 530a-6a	CM	530a-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$200.00		0.00				
E 4	WTLV	10/30/12	11/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$900.00		0.00				

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTLV	10/30/12	11/05/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$950.00		0.00			
E 6	WTLV	10/30/12	11/05/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$800.00		0.00			
E 7	WTLV	10/30/12	11/05/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	3	\$875.00	P-1	0.00	NM	3	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$875.00		0.00			
E 8	WTLV	10/30/12	11/05/12	Today Show II M-F 9-10am	CM	9a-10a	MTWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$400.00		0.00			
E 9	WTLV	10/30/12	11/05/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$150.00		0.00			
E 11	WTLV	10/30/12	11/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	4	\$170.00	P-1	0.00	NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		4				\$170.00		0.00			
E 12	WTLV	10/30/12	11/05/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$150.00		0.00			
E 13	WTLV	10/30/12	11/05/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$225.00		0.00			
E 14	WTLV	10/30/12	11/05/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$575.00		0.00			
E 15	WTLV	10/30/12	11/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$1,000.00		0.00			
E 16	WTLV	10/30/12	11/05/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		3				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	3	WTLV	10/30/12-11/05/12	NBC Nightly News		M-F 630p-7p		MTWThF----		:30		(\$1,400.00)	0.00	NM	
				See MG 16.4 [pol]											
	4	WTLV	10/30/12-11/05/12	NBC Nightly News		M-F 630p-7p		MTWThF----		:30		\$1,400.00	0.00	NM	
				Ⓜ MG for 16.3 11/05											
E 17	WTLV	10/30/12	11/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		5				\$1,000.00		0.00			
E 18	WTLV	10/30/12	11/05/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		4				\$1,200.00		0.00			
E 20	WTLV	10/30/12	11/05/12		CM	1135p-1237a	MTWTF--	:30	2	\$315.00	P-1	0.00	NM	2	\$630.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show											
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$315.00		0.00						
E 22	WTLV	11/03/12	11/03/12	Sat 8-10a	CM	8a-10a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				Sat 8a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$400.00		0.00						
E 23	WTLV	11/03/12	11/03/12	Sat 6-630p	CM	Sat 6p-6:30p	-----S-	:30	1	\$140.00	P-3	0.00	NM	0	\$0.00
				Sat 6-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$140.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/29/12-11/04/12		Sat 6-630p	Sat 6p-6:30p		-----Sa--	:30		(\$140.00)		0.00	NM		
Credited															
[CR]															
E 24	WTLV	11/03/12	11/03/12	Sat 7-730p	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$315.00		0.00						
E 25	WTLV	11/03/12	11/03/12	Sat 730-8p	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$315.00		0.00						
E 26	WTLV	11/04/12	11/04/12	Meet the Press	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
				Sun 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$850.00		0.00						
E 27	WTLV	11/04/12	11/04/12	Sun 6-630p	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
				Sun 6-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$335.00		0.00						
E 31	WTLV	11/05/12	11/05/12	Mon Prime Other	CM	Various	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				Mon Prime Special 2+ hour	(8:00 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,000.00		0.00						
E 32	WTLV	11/05/12	11/05/12	Mon Prime C	CM	Mon 10p-11p	M-----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
				Mon Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,700.00		0.00						
E 33	WTLV	10/31/12	10/31/12	Wed Prime C	CM	Wed 10p-11p	--W----	:30	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
				Wed Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,900.00		0.00						
E 34	WTLV	11/02/12	11/02/12	Fri Prime B	CM	Fri 9p-10p	----F--	:30	1	\$1,150.00	P-1	0.00	NM	1	\$1,150.00
				Fri Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$1,150.00		0.00						
													Totals	80	\$46,635.00